



**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

www.thebostonchannel.com

Billing Address:

**GMMB**  
**Attention: Accounts Payable**  
**3050 K St, NW**  
**Washington, DC 20007**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

Invoice #	Invoice Date	Invoice Month	Invoice Period
965305-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Obama/D/President	Candidate Orders	1904

Flight Dates	Order #	Alt Order #
10/23/12 - 10/28/12	965305	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
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IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/23/12	10/28/12	6a Eyeopener	558-7a	- TWTF--	:30	1	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 10/23/12 End Date 10/29/12 MTWTFSS - TWTF-- Spots/Week 1 Rate \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/23/12 6:58 AM 6a Eyeopener 558-7a :30 0FA12D148H \$900.00 NM									
2	10/23/12	10/28/12	Good Morning America	658-9a	- TWTF--	:30	2	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 10/23/12 End Date 10/29/12 MTWTFSS - TWTF-- Spots/Week 2 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/23/12 7:28 AM Good Morning America 658-9a :30 0FA12D148H \$800.00 NM									
1 WCVB W 10/24/12 7:26 AM Good Morning America 658-9a :30 0FA12D148H \$800.00 NM									
3	10/23/12	10/28/12	Weekend GMA	7-8a	-----SS	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date 10/23/12 End Date 10/29/12 MTWTFSS -----SS Spots/Week 2 Rate \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Sa 10/27/12 7:48 AM Weekend GMA 7-8a :30 0FA12D148H \$600.00 NM									
2 WCVB Su 10/28/12 7:42 AM Weekend GMA 7-8a :30 0FA12D148H \$600.00 NM									
4	10/23/12	10/28/12	LIVE WITH KELLY & MIC9A-10A		- TWTF--	:30	2	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 10/23/12 End Date 10/29/12 MTWTFSS - TWTF-- Spots/Week 2 Rate \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/23/12 9:24 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 0FA12D148H \$350.00 NM									
2 WCVB W 10/24/12 9:49 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 0FA12D148H \$350.00 NM									
5	10/23/12	10/28/12	STEVE HARVEY DAY	10-11a	- TWTF--	:30	2	\$150.00	NM
Class of Time- Immediately Pre-emptible No Makegood Required									
Weeks: Start Date 10/23/12 End Date 10/29/12 MTWTFSS - TWTF-- Spots/Week 2 Rate \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/23/12 10:19 AM STEVE HARVEY DAY 10-11a :30 0FA12D148H \$150.00 NM									
2 WCVB W 10/24/12 10:12 AM STEVE HARVEY DAY 10-11a :30 0FA12D148H \$150.00 NM									
6	10/23/12	10/28/12	The View	1058-12n	- TWTF--	:30	2	\$1,200.00	NM

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Advertiser	Product	Estimate Number	
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<b>Class of Time - Fixed Non Pre-emptible</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		2		\$1,200.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WCVB W	10/24/12	11:59 AM	The View		1058-12n	:30	0FA12D148H	\$1,200.00 NM
2	WCVB Th	10/25/12	11:56 AM	The View		1058-12n	:30	0FA12D148H	\$1,200.00 NM
7	10/23/12	10/28/12	Midday News	1158a-1230p	-TWTF--	:30	1	\$400.00	NM
<b>Class of Time - Immediately Pre-emptible without notice</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		1		\$400.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB Th	10/25/12	12:15 PM	Midday News		1158a-1230p	:30	0FA12D148H	\$400.00 NM
8	10/23/12	10/28/12	Millionaire	1228-1p	-TWTF--	:30	1	\$500.00	NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		1		\$500.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB W	10/24/12	12:45 PM	Millionaire		1228-1p	:30	0FA12D148H	\$500.00 NM
9	10/23/12	10/28/12	The Chew	1-2p	-TWTF--	:30	3	\$600.00	NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		3		\$600.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WCVB Tu	10/23/12	12:59 PM	The Chew		1-2p	:30	0FA12D148H	\$600.00 NM
5	WCVB W	10/24/12	1:29 PM	The Chew		1-2p	:30	0FA12D148H	\$600.00 NM
3	WCVB F	10/26/12	1:30 PM	The Chew		1-2p	:30	0FA12D148H	\$600.00 NM
10	10/23/12	10/28/12	GENERAL HOSPITAL	ABC SOAPS ROTA	-TWTF--	:30	1	\$750.00	NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		1		\$750.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB Tu	10/23/12	2:22 PM	GENERAL HOSPITAL		ABC SOAPS ROTA	:30	0FA12D148H	\$750.00 NM
11	10/23/12	10/28/12	KATIE COURIC DAY	3-4p	-TWTF--	:30	2	\$400.00	NM
<b>Class of Time - Immediately Pre-emptible without notice</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		2		\$400.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB Tu	10/23/12	3:44 PM	KATIE COURIC DAY		3-4p	:30	0FA12D148H	\$400.00 NM
2	WCVB W	10/24/12	3:27 PM	KATIE COURIC DAY		3-4p	:30	0FA12D148H	\$400.00 NM
12	10/23/12	10/28/12	ELLEN EF	4P-5P	-TWTF--	:30	3	\$700.00	NM
<b>Class of Time - Immediately Pre-emptible without notice</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		3		\$700.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WCVB Tu	10/23/12	4:38 PM	ELLEN EF		4P-5P	:30	0FA12D148H	\$700.00 NM
3	WCVB Th	10/25/12	4:32 PM	ELLEN EF		4P-5P	:30	0FA12D148H	\$700.00 NM
2	WCVB F	10/26/12	4:40 PM	ELLEN EF		4P-5P	:30	0FA12D148H	\$700.00 NM
13	10/23/12	10/28/12	M-F Inside Edition	658-730p	-TWTF--	:30	1	\$1,500.00	NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	Start Date	End Date	MTWTFSS		Spots/Week		Rate		
	10/23/12	10/29/12	-TWTF--		1		\$1,500.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB W	10/24/12	7:26 PM	M-F Inside Edition		658-730p	:30	0FA12D148H	\$1,500.00 NM

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week		Rate	Type
							Week	Spots/Week		
13	10/23/12	10/28/12	M-F Inside Edition Class of Time - Pre-emptible with notice	658-730p	- TWTF- -	:30	1	1	\$1,500.00	NM
14	10/23/12	10/28/12	Chronicle Class of Time - Pre-emptible with notice	728-8p	- TWTF- -	:30	2	2	\$1,500.00	NM
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/23/12	10/29/12	- TWTF- -	2	\$1,500.00					
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WCVB	W	10/24/12	7:29 PM	Chronicle	728-8p	:30	0FA12D148H	\$1,500.00	NM
1	WCVB	Th	10/25/12	7:46 PM	Chronicle	728-8p	:30	0FA12D148H	\$1,500.00	NM
<u>Total Spots</u>						<b>25</b>				

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$17,950.00</b>
<u>Agency Commission</u>	<b>\$2,692.50</b>
<u>Net Amount Due</u>	<b>\$15,257.50</b>